

TEXAS WESLEYAN UNIVERSITY
SCHOOL OF BUSINESS AND PROFESSIONAL PROGRAMS
SEMESTER PLANNING GUIDE
BBA with **Marketing** Concentration '07-'09

Freshman Year

<u>Fall Semester</u>	<u>Hours</u>
†English 1301	3
Laboratory Science	4
General Studies 1111*	1
†Math 1302 & 1302L	3
MIS 2303	3
KIN 1220	<u>2</u>
	16

<u>Spring Semester</u>	<u>Hours</u>
†English 1302.....	3
Speech 1301	3
†Math 1310	3
Cultural Literacy - Religion	3
Cultural Literacy (ART/FAR/MUS/THA)	<u>3</u>
	15

Sophomore Year

†English 23XX.....	3
History 2322	3
†BUA 2321	3
1 st Social Literacy (ECO 2305)	3
†Accounting 2303	<u>3</u>
	15

Economics 2306.....	3
†MIS 3305.....	3
Cultural Literacy - Choice	3
2 nd Social Literacy.....	3
†Accounting 2304	<u>3</u>
	15

Junior Year

†Humanities 23XX	3
†Finance 3313	3
Marketing 3321.....	3
Management 3319	3
3 rd Social Literacy.....	<u>3</u>
	15

†IBA 3345 or MKT 4342(SP).....	3
†Marketing Choice** (MKT 3328)	3
†Marketing Choice** (MKT 3349).....	3
†BUA 3301	3
Free elective	<u>3</u>
	15

Senior Year

†Marketing 4311 (FA).....	3
†Marketing Choice** (MKT 3331).....	3
†Marketing Choice** (MKT 3341)	3
BUA 3311	3
Business Adv. Elective	3
Free elective.....	<u>3</u>
	18

Marketing 4321 (SP).....	3
†Management 4337	3
Business Adv. Elective (MKT 4334)	3
Business Adv. Elective	3
Free elective	<u>3</u>
	15

Total Hours..... 124

This is not intended to be an inflexible schedule but merely a guide to facilitate sequencing of courses.

†See catalog for prerequisite(s).

*GST 1111 is required for all first-semester freshmen or freshmen transfer students with 11 or fewer completed credit hours.

**Choice of MKT 3328 (SP), MKT 3331 (FA/SP), MKT 3341 (FA/SP), MKT 3349 (SP), MKT 4334 (SP), or MKT 4342 (SP)